

COLORADO CULTURAL RESOURCE SURVEY

**Architectural Inventory Form**

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**I. IDENTIFICATION**

- 1. Resource number: **5WL.5619** Parcel number: **080721203019**
- 2. Temporary resource number: **Not Applicable**
- 3. County: **Weld**
- 4. City: **Windsor**
- 5. Historic building name: **J.M. Cobbs Block (South); Farmers State Bank; The Poudre Valley Newspaper Office**
- 6. Current building name: **Windsor Beacon Newspaper Office**
- 7. Building address: **425 Main Street**
- 8. Owner name: **Multimedia Holdings Corporation**
- Owner organization:
- Owner address: **1300 Riverside Ave  
Fort Collins, CO 80524**

44. National Register eligibility field assessment:	<input type="checkbox"/> Individually eligible	<input checked="" type="checkbox"/> Not eligible	<input type="checkbox"/> Need data	<input type="checkbox"/> Previously listed
State Register eligibility field assessment:	<input type="checkbox"/> Individually eligible	<input checked="" type="checkbox"/> Not eligible	<input type="checkbox"/> Need data	<input type="checkbox"/> Previously listed
Local landmark eligibility field assessment:	<input type="checkbox"/> Individually eligible	<input checked="" type="checkbox"/> Not eligible	<input type="checkbox"/> Need data	<input type="checkbox"/> Previously listed

## II. GEOGRAPHIC INFORMATION

9. P.M.: **6th** Township: **6N** Range: **67W**  
**NE** 1/4 **NE** 1/4 **NW** 1/4 **NW** 1/4 of section **21**
10. UTM Reference Zone: **13**  
Easting: **508167** Northing: **4481002**
11. USGS quad name: **Windsor** Scale: **7.5**  
Year: **1969**
12. Lot(s): **Lot 26; Block 10**  
Addition: **Windsor Original Town** Year of addition: **1882**
13. Boundary description and justification: **The boundary, as described above, contains but does not exceed the land historically associated with this property.**
- Metes and bounds exist

## III. ARCHITECTURAL DESCRIPTION

14. Building Plan (footprint, shape): **Rectangular Plan**  
Other building plan descriptions:
15. Dimensions in feet: **2,275 square feet**
16. Number of stories: **1**
17. Primary external wall material(s): **Stucco**  
**Wood/Shingle**  
Other wall materials:
18. Roof configuration: **Flat Roof**  
Other roof configuration:
19. Primary external roof material: **Synthetic Roof/Rubber Roof**  
Other roof materials:
20. Special features: **None Applicable**
21. General architectural description:  
**This commercial building is oriented to the north. The nature of the foundation could not be determined. Yellow-painted stucco clads the exterior walls of the front (north) façade. Extending from just above the windows in the façade to the front parapet is a pent-roof awning, covered in wood shingles. Cream-painted stucco clads the rear (south) elevation. Opening in either end of the façade are brown-tinted, plate-glass windows, with cream-painted wood surrounds. A 1-beside-1-light, sliding-sash window, with an aluminum frame, opens high in the west end of the rear (south) elevation. It has green-painted wood surrounds. The principal doorway opens just east of center in the nearly symmetrical façade. It hosts a brown-tinted, plate-glass door. An unusually wide doorway opens west of center in the rear elevation. It hosts a white-painted, metal slab door. Covering the nearly flat roof is a rubber membrane.**
22. Architectural style: **Other Style**  
Other architectural style: **Windsor German Old-World Motif**  
Building type:
23. Landscape or special setting features:  
**This commercial building is located on Main Street, the principal east-west thoroughfare through downtown Windsor. It is situated on the south side of the street, between 423 Main Street to the east and 427 Main Street to the west. Separating the building's front (north) facade from the street is a concrete sidewalk. Macadam covers a parking area behind (south of) the building.**
24. Associated building, features or objects:  
**There are no other buildings associated with this property.**

## IV. ARCHITECTURAL HISTORY

25. Date of Construction: **1906**  Actual  Estimate  
Source of information: **Weld County Assessor Property Profile.**

**Ray, Roy. *Highlights in the History of Windsor, Colorado: Golden Jubilee Edition*. Windsor: Press of The Poudre Valley, 1940, p. 30, 87.**

26. Architect: **Unknown**  
Source of information:
27. Builder: **Unknown**  
Source of information:
28. Original Owner: **John M. Cobbs**  
Source of information: **Ray, Roy. *Highlights in the History of Windsor, Colorado: Golden Jubilee Edition*. Windsor: Press of The Poudre Valley, 1940, p. 30, 87.**
29. Construction history:  
**According to Weld County Tax Assessor records, this building was constructed in 1906. An analysis of the style, materials, and historical records corroborates this date. This building remained relatively unaltered between that time and the 1970s, when the façade received the German Old-World Motif that the Windsor Chamber of Commerce was then championing for the downtown. The addition to the rear elevation appears to date to the 1970s as well.**
30. Location: **Original Location** Date of move(s):

## V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce and Trade/Financial Institution**
32. Intermediate use(s): **Commerce and Trade/Professional**
33. Current use(s): **Commerce and Trade/Professional**
34. Site type(s): **Newspaper Office**
35. Historical background:  
**This location originally was the site of the John M. Cobbs residence and a small barbershop, operated for many years by Bert Cloud. John M. Cobbs was born on January 1, 1831, in the eastern part of Virginia. As a young man he settled in Indiana, where he took up farming. But gold fever brought him to Colorado in 1859 and he spent three years in the mines. Then Cobbs purchased a quarter section along the Cache la Poudre River, near present-day Windsor, where he began farming again. But he found his fortune in raising and feeding cattle and soon became one of the most prosperous settlers in western Weld County. As one of the earliest settlers in Windsor, Cobbs played a vital role in the town's founding, petitioning for its incorporation in 1890 and serving as one of the first town trustees. Additionally, Cobbs erected several business blocks throughout the town and operated the Weller-Cobbs Merchandise Company, a large mercantile specializing in hay, grain, potatoes, and farming implements, including McCormick reapers and mowers. He often hauled hay to Central City and brought back with him loads of flour and other provisions to sell in Windsor. Cobbs was a founding director of the Farmers State Bank in Windsor.**

**John Cobbs had been married three times, his last to Sarah "Josie" Jordan in 1898. Sadly, all of his children died before their father.**

**The present building was constructed in 1906 when Cobbs tore down his residence and erected a duplex commercial structure eventually addressed as 425 and 427 Main Street. Cobbs' Farmers State Bank occupied the eastern half of the building (425 Main Street), where it remained until 1919, when the bank's new president, Martin Svedman, moved the institution into a newly remodeled location at the former Weld County Bank Building (424 Main Street, 5WL.5618). Roy and Ethel Ray, publishers of *The Poudre Valley*, Windsor's weekly newspaper, bought the eastern storefront from Svedman, moving their printing plant in September 1919 from the rear of their house, where they had published the newspaper since 1904.**

**Born on October 19, 1877, in Villisca, Iowa, Roy Ray had little experience in writing, editing, and publishing prior to settling in Colorado. In early 1899, Ray first took a job assisting W.F. Phelps, publisher of the *Berthoud Bulletin*. After working in Berthoud for a year and a half, Ray, along with Phelps, established a newspaper at Holyoke, the *Phillips County Republican*. Ray bought out his partner's share of the Holyoke paper, but soon sold it in May 1901. After returning to Berthoud briefly to work for Phelps, Ray purchased the newspaper in Windsor that same year. The *Windsor Leader* was published by William Forgy, M.E. Forgy, and J.T. Pyles. Upon acquiring the business, Ray made several changes, including renaming the newspaper as *The Poudre Valley*. He also altered the paper's layout from six to four columns. When Ray first purchased the business, the plant was located in a small, wood-framed building on the north side of Main Street, near Fourth Street. After marrying Ethel in 1904, Ray moved the plant to a newly constructed brick building at the rear of his house. At that location, the Rays installed Weld County's first Linotype**

machine outside of Greeley. "Mr. Ray keeps in touch with the most advanced methods of newspaper publication," notes a 1918 biography of the editor and publisher, "and displays a spirit of initiative in all that he undertakes."

Running *The Poudre Valley* was a family affair. Ray's wife, the former Ethel Dumas, served as associate editor and bookkeeper following their marriage on March 9, 1904. The Rays' eldest son, Wayne Dumas Ray, grew up in the plant, spending his summer vacations learning the mechanical features of the shop. He worked for the newspaper full-time as "junior editor" after graduating in 1931 from the University of Colorado with a degree in journalism. Additionally, the couple's three other children, Leslie C., Sylva, and Elton helped with the paper in various ways through learning typesetting and other aspects of the trade. Ray's sister, Iola Ray Branch, who came to Windsor from eastern Nebraska in 1901, also learned to set type by hand and gathered news items for the paper.

Roy Ray was a tireless and apparently potent Windsor booster and civic leader. He served as town trustee and two, nonconsecutive terms as mayor, accounting for over a decade in that office. Ray's literary magnum opus was his 1940 *Highlights in the History of Windsor, Colorado: Golden Jubilee Edition*. Written to commemorate the 50th anniversary of Windsor's incorporation, the historical tome required Ray to read 42 bound volumes of *The Windsor Leader* and the *Poudre Valley*. His wife and son, Wayne, typeset the book.

After 41 years as editor and publisher of *The Poudre Valley*, Roy Ray died in 1942 of a heart attack. His widow, Ethel, continued to publish the paper until 1946, when she sold it to O.L. Bistline from Edgeley, North Dakota. Bistline again changed the newspaper's name, this time to *The Windsor Beacon*, to portray the paper as a "beacon light of the news and happenings of local interests."

*The Windsor Beacon* soon became a family paper again when Bistline sold the business to Roscoe C. Macy and his son, R. Blair Macy, in 1948. After a decade, Blair Macy and his wife, Genevieve, bought out their family's share and operated the paper until 1974, three years after incorporating *The Windsor Beacon*. Over the next 30 years, the paper was sold to various parties and won several awards including the 1976 Colorado Press Association's award for general excellence for a weekly newspaper and the 1979-1980 National Blue Ribbon Newspaper Award.

This building continues to be home of the *The Windsor Beacon*, which is currently owned and operated by the Multimedia Holdings Corporation.

36. Sources of information:

Ray, Roy. *Highlights in the History of Windsor, Colorado: Golden Jubilee Edition*. Windsor: Press of *The Poudre Valley*, 1940, pp. 30-31, 37.

Lindblad, Mary Alice. *A Walk Through Windsor: 1940-1980*. Windsor, Colo.: by the author, 1980, pp. 112-13.

Sanborn Fire Insurance Maps (for Windsor, Colorado). New York: Sanborn Map and Publishing Co., December 1900, January 1906, May 1911, and November 1921.

Mountain States Telephone and Telegraph Company. Telephone Directory [for Weld County]. Consulted 1927-28, 1929-30, Summer 1936, November 1941, November 1945, June 1950, Winter 1954-55, Summer 1960, and 1964.

U.S. Census of 1930. Windsor, Weld County, Colorado. Roll: 251; Page: 6A; Enumeration District: 61; Image: 712.0.

"Roy Ray." In *History of Colorado*, vol. II, ed. Wilbur Fisk Stone. Chicago, S.J. Clarke Publishing Co., 1918, p. 410-11.

"John M. Cobbs." In *History of Colorado*, vol. II, ed. Wilbur Fisk Stone. Chicago, S.J. Clarke Publishing Co., 1918, pp. 415-418.

VI. SIGNIFICANCE

37. Local landmark designation:  Yes  No

Designation authority:

Date of designation:

38. Applicable National Register criteria:

A. Associated with events that have made a significant contribution to the broad patterns of our history.

B. Associated with the lives of persons significant in our past.

C. Embodies the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.

D. Has yielded, or may be likely to yield, information important in prehistory or history.

Qualifies under Criteria Considerations A through G (see manual).

Does not meet any of the above National Register criteria.

Applicable Colorado State Register criteria:

- A. Associated with events that have made a significant contribution to history.
- B. Connected with persons significant in history.
- C. Has distinctive characteristics of a type, period, method of construction or artisan.
- D. Is of geographic importance.
- E. Contains the possibility of important discoveries related to prehistory or history.
- Does not meet any of the above Colorado State Register criteria.

Applicable Town of Windsor landmark criteria:

- 1. Architectural: a) Exemplifies specific elements of an architectural style or period.
- 1. Architectural: b) Example of the work of an architect or builder who is recognized for expertise nationally, statewide, regionally or locally.
- 1. Architectural: c) Demonstrates superior craftsmanship or high artistic value.
- 1. Architectural: d) Represents an innovation in construction, materials or design.
- 1. Architectural: e) Style is particularly associated with the Windsor/Northern Colorado area.
- 1. Architectural: f) Represents a built environment of a group of people in an era of history.
- 1. Architectural: g) Pattern or grouping of elements representing at least one (1) of the above criteria.
- 1. Architectural: h) Significant historic remodel.
- 2. Social: a) Site of historic event that had an effect upon society.
- 2. Social: b) Exemplifies cultural, political, economic or social heritage of the community.
- 2. Social: c) An association with a notable person or the work of a notable person.
- 3. Geographic/Environmental: a) Enhances the sense of identity of the community.
- 3. Geographic/Environmental: b) An established and familiar natural setting or visual feature of the community.
- Physical Integrity 1. Shows character, interest or value as part of the development, heritage or cultural characteristics of the community, region, state or nation.
- Physical Integrity 2. Retains original design features, materials and/or character.
- Physical Integrity 3. Original location or same historic context after having been moved.
- Physical Integrity 4. Has been accurately reconstructed or restored based on documentation.
- Does not meet any of the above Town of Windsor landmark criteria.

39. Areas of significance: **Commerce**  
**Literature**

40. Period(s) of Significance: **Commerce: 1906-1958; Literature, 1906-1942**

41. Level of Significance:  National  State  Local  Not Applicable

42. Statement of Significance:

**This property is significant for its association with the commercial development of downtown Windsor. It served as home to one of the town's first bank and was the longtime office and print shop for *The Poudre Valley* and its successor, *The Windsor Beacon*, the town's weekly newspaper. It is also significant for its association with editor and publisher Roy Ray, who was a prominent Windsor booster, civic leader, and historian. The vast breadth of his creative work occurred in this building. However, the levels of architectural and historical significance, combined with physical integrity, are not to the extent that this property would qualify for individual listing in the National Register of Historic Places, the Colorado State Register of Historic Properties, or as a Windsor Landmark.**

43. Assessment of historic physical integrity related to significance:

**Constructed in 1906, this commercial building exhibits a moderately low level of physical integrity relative to the seven aspects of integrity as defined by the National Park Service and the Colorado Historical Society: location, setting, design, materials, workmanship, feeling, and association. The installation of a German Old-World Motif façade treatment in the 1970s significantly altered the original façade. At this time, the building does not exhibit sufficient physical integrity to convey its historical and architectural significance. However, the newer façade treatment may not have impacted the original fabric of the building. Thus, physical integrity should be reassessed if the 1970s-era façade treatment is removed.**

## VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

Downtown Windsor Survey

Historitecture, LLC



44. National Register eligibility field assessment:  Individually eligible  Not eligible  Need data  Previously listed  
State Register eligibility field assessment:  Individually eligible  Not eligible  Need data  Previously listed  
Local landmark eligibility field assessment:  Individually eligible  Not eligible  Need data  Previously listed
45. Is there National Register district potential:  Yes  No

Discuss: **Windsor's downtown district, surveyed as part of this project, represents a geographically definable area possessing a significant concentration of buildings united by their historical associations, particularly the commercial development of the community. However, the district lacks architectural integrity and, therefore, architectural association because more than half of the downtown façades were remade in the 1970s and later, mostly in the Windsor German Old-World style.**

If there is National Register district potential, is this building contributing:  Yes  No  N/A

46. If the building is in existing National Register district, is it contributing:  Yes  No  N/A

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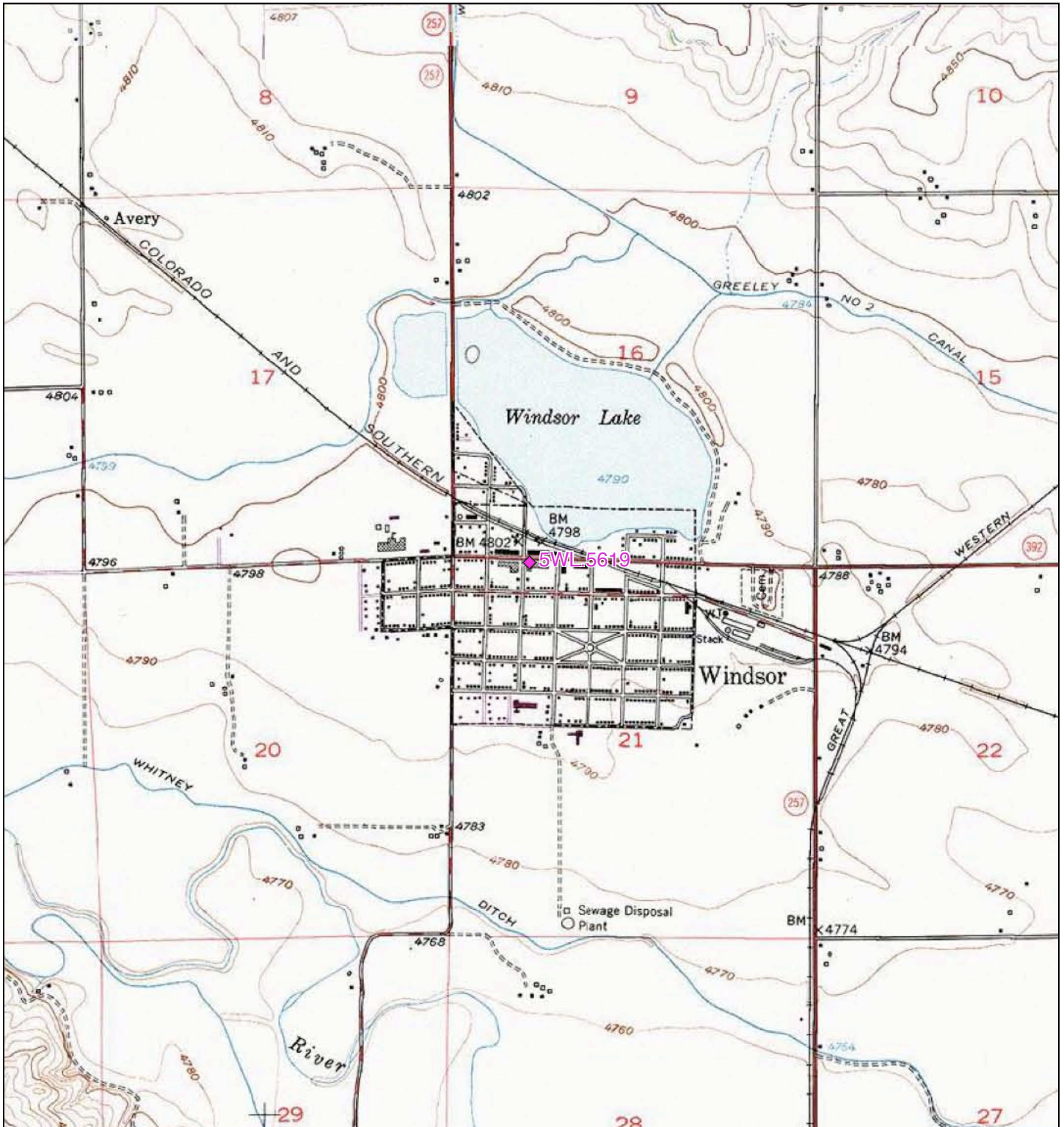
## VIII. RECORDING INFORMATION

47. Digital photograph file name(s): **mainst425 - 1 to mainst425 - 2**  
Digital photographs filed at: **Town of Windsor  
301 Walnut St  
Windsor, CO 80550**
48. Report title: **Downtown Windsor Survey Report**
49. Date(s): **4/15/2008**
50. Recorder(s): **Adam Thomas, Jeffrey DeHerrera, and Rachel Kline**
51. Organization: **Historitecture, LLC**
52. Address: **PO Box 419  
Estes Park, CO 80517-0419**
53. Phone number(s): **(970) 586-1165**

**SKETCH MAP**



LOCATION MAP



Source: U.S. Geological Survey 7.5' Windsor - 1969

Downtown Windsor Survey

Historitecture, LLC

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